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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10008157-1

Inventor(s): Cherry et al.

Confirmation No.: 6963

Application No.: 09/872,226

Examiner: M. Bekerman

Filing Date: 06/01/2001

Group Art Unit: 3622

Title: CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment  
☐ New fee as calculated below  
☒ No additional fee  
☐ Other

- ☐ Petition to extend time to respond  
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	22	MINUS	24	= 0	X \$50	\$ 0
INDEP. CLAIMS	4	MINUS	4	= 0	X \$200	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM + \$360						\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$450	<input type="checkbox"/> 3rd Month \$1020	<input type="checkbox"/> 4th Month \$1590		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☐ A duplicate copy of this transmittal letter is enclosed.

I hereby certify that this paper is being  
transmitted to the Patent and Trademark Office  
facsimile number (571) 273-8300.  
Date of facsimile: March 26, 2007

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Cherry et al.

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg No. : 37,814

Date : March 26, 2007

Telephone : 818.885.1575

Rev 10/06a(TransAmdFax)

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Serial No.: 09/872,226  
Attorney Docket No.: 10008157-1

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450,

on March 26, 2007 (Date of Deposit) 13 (No. of pages)

Edmond A. DeFrank

By

  
Signature

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**MAR 26 2007**

**PATENT**

Attorney Docket No: 10008157-1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:  
Cherry et al.

Serial No.: 09/872,226

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: M. Beckerman

For: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES**

**AMENDMENT**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated January 4, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

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